



UNIVERSITI TEKNOLOGI MARA

**MOTIVATION FACTOR FOR YOUNG ADULT TO VISIT
MUSEUMS IN BANDAR HILIR, MELAKA**

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AUTHOR'S DECLARATION

We declare that the work in this thesis was carried out in accordance with the regulation of UniversitiTeknologi MARA. It is original and is the results of our own work, unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution or non-academic institution for any degree or qualification.

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ABSTRACT

Museum not only a place to promoting cultural conservation but also play a role as important tool for community development. The motivation of attracting young adult to visiting museum in today's era is a central discussion topic in this paper. This paper explores on what motivation factor that lead young adult to visit museum in Bandar Hilir, Melaka. This study determine the intrinsic and extrinsic factor that young adult has when visiting museum. The questionnaire data collected from young adult in Bandar Hilir, Melaka. It examines the motivation factor, perception of young adult on how museum should be marketed, and factor that made young adult never been to museum before.

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